



# Men's Grooming in Angola

July 2026

Table of Contents

## Men's Grooming in Angola - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Men's Grooming Summary

#### INDUSTRY PERFORMANCE

Digital Retail and Social Commerce Drive Rapid Growth among Young Urban Men

Men'S Toiletries Lead Sales, Driven by Affordability and Lifestyle Appeal

Chart 1 - Digital Retail Channels Redefine Men'S Grooming Choices

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

#### WHAT'S NEXT?

Urban Consumers Expected to Embrace Wellness-Driven Grooming with Steady Value Growth

Digital Storytelling and Social Commerce Anticipated to Reshape Consumer Engagement and Loyalty

Population Growth and Rising Consumer Expenditure Set to Support Category Expansion

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

#### COMPETITIVE LANDSCAPE

Leading Manufacturers Strengthen Their Positions, While Local Distributors Grow Niche Presence

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

#### CHANNELS

Supermarkets Lead as Trusted Daily Essentials Hub with Diverse Channel Growth

Retail E-Commerce Grows as Complementary Channel with Targeted Digital Engagement

Chart 9 - Retail Channels 2020-2025

#### ECONOMIC CONTEXT

Chart 10 - Economic Context for Men's Grooming

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

#### CONSUMER CONTEXT

Chart 13 - Consumer Context for Men's Grooming

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

#### COUNTRY REPORTS DISCLAIMER

[Beauty and Personal Care in Angola - Industry Overview](#)

#### EXECUTIVE SUMMARY

2025 Developments

#### KEY DATA INSIGHTS

#### INDUSTRY PERFORMANCE

Urban Consumers Drive Premium Growth Amid Inflation and Expanding Retail Channels

Bath and Shower Leads Value Growth, While Colour Cosmetics Gains Traction Due to Lifestyle Trends

Urielas Skincare'S Sustainability-Led Launches Propel Premiumisation and Clean Beauty Momentum

Chart 17 - Local Fill-And-Finish and Recyclable Formats Reduce Imports and Boost Eco-Friendly Availability

Chart 18 - Value Sales 2020-2030

Chart 19 - Volume Sales 2020-2030

Chart 20 - Value Sales by Category 2025

## WHAT'S NEXT?

Urban Consumers and Local Production Expected to Fuel Growth Amid Economic Shifts

Bath and Shower Set to Lead Value, While Colour Cosmetics Accelerate Rapidly

Sustainability and Local Innovation Anticipated to Reshape Product Development and Channels

Chart 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Local Production Fuels Fragmented Growth, While Leading Players Retain Their Positions

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

## CHANNELS

Modern Trade Gains Prominence as Urban Consumers Shift to Formal Retail

E-Commerce and Social Commerce Expand Steadily as Impulse and Repeat Buying Grow

Chart 25 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 26 - Economic Context for Beauty and Personal Care

Chart 27 - Real Gdp Growth 2020-2030

Chart 28 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 29 - Consumer Context for Beauty and Personal Care

Chart 30 - Population 2020-2030

Chart 31 - Consumer Expenditure 2020-2030

Chart 32 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/mens-grooming-in-angola/report](http://www.euromonitor.com/mens-grooming-in-angola/report).

